



Tourism & Events Department
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**To: Linda Dillenbeck, Chairperson
 Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: October 20, 2020

Subject: Event Venue Fee Program Review

At the May 19 TDC meeting, staff presented the FY2020/21 event funding programs for recommendation. Staff reported that since the event venue fee program payment is based on room nights, the program would be reviewed on a quarterly basis to determine if changes were necessary based on hotel average room rate. The following shows the April average room rate and updated July through September average quarterly rate and tax calculation.

Room Nights	Avg Rate	Room Revenue	Tax	Tax Revenue	Period
431	\$ 87.71	\$ 37,803.01	0.0665	\$ 2,513.90	Apr-20
338	\$ 111.33	\$ 37,629.54	0.0665	\$ 2,502.36	July-Sept

Potential Options

Pending TDC discussion, the following are options for consideration:

- 1) Recommend lowering the minimum room night requirement from 431 to 338 to receive the program maximum funding of \$2500.
- 2) Take no action or additional event program evaluation this quarter.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.